



2015 Partnership Opportunities

October 1, 2014

Dear potential partner,

What an **exciting** and **busy** year 2014 was for Columbia County Community Events! This year saw tremendous growth and interest in our parks with more events being added to our County events calendar and an increase in outside promoters utilizing our amazing facilities. We have been thrilled with the attendance and response from the public throughout the year at our events. 2015 will feature three major festivals along with numerous other family friendly community events.

County events are handled through the Community & Leisure Services division and we work with businesses like you to help provide these services to the members of our community. Since our budget is comprised primarily of sponsorship dollars, these community events are only possible with the support of local businesses.

Please find information about our 2015 Calendar of Events and partnership opportunities for your business. Becoming involved with Columbia County Community Events is an affordable way to promote your business. We would love to meet with you to find a sponsorship level or event that best suits your marketing needs.

Again, thank you for your time and support! Please do not hesitate to contact us with any questions. Thank you in advance for your consideration and we look forward to working with you.

With Kindest Regards,

A handwritten signature in blue ink that reads "Lindsay Waddell". The signature is fluid and cursive, with the first name being more prominent.

Lindsay Waddell
Community Events Specialist
706-650-4995
lwaddell@columbiacountyga.gov

A handwritten signature in blue ink that reads "Stacie Adkins". The signature is cursive and somewhat stylized, with the last name being more prominent.

Stacie Adkins
Community Events Manager
706-312-7192
sadkins@columbiacountyga.gov

2015 Partnership Levels & Benefits

Level values are per-event, excluding the annual 4th of July. See next page for 4th of July details.

Title Sponsor \$5,500

***Sponsor industry exclusivity guaranteed**

- Presenting sponsor/naming rights granted (Sponsor will always be presenting with Columbia County; final name will be agreed upon by Sponsor & Columbia County Community Events)
- Recognition on any in-house promotional materials (posters, website, social media, event programs, event promotional giveaways, etc.)
- Recognition on any outside print advertisement (newspapers, magazines, billboards, etc.)
- Recognition on an radio or TV advertisement
- Booth space at the event
- Banner recognition at the event (provided by the sponsor)
- Tickets to sponsored event (if applicable)
- Logo recognition in 2016 Columbia County Community Events Wall-Calendar (distribution 10,000+)
- Logo recognition on Columbia County school flier (distribution of 15,000+ twice annually)

Yacht Level \$3,500

***Sponsor industry exclusivity guaranteed**

- Recognition on any in-house promotional materials (posters, website, social media, event programs, event promotional giveaways, etc.)
- Recognition on any outside print advertisement (newspapers, magazines, billboards, etc.)
- Recognition on an radio or TV advertisement
- Booth space at the event
- Banner recognition at the event (provided by the sponsor)
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- Logo recognition in 2016 Columbia County Community Events Wall-Calendar (distribution 10,000+)
- Logo recognition on Columbia County school flier (distribution of 15,000+ twice annually)

Sailboat Level \$2,500

- Recognition on any in-house promotional materials (posters, website, social media, event programs, event promotional giveaways, etc.)
- Recognition on any outside print advertisements (newspapers, magazines, billboards, etc.)
- Booth space at the event
- Banner recognition at the event (provided by the sponsor)
- Tickets to sponsored event (if applicable)
- Logo recognition in 2016 Columbia County Community Events Wall-Calendar (distribution 10,000+)
- Logo recognition on Columbia County school flier (distribution of 15,000+ twice annually)

Kayak Level \$1,500

- Recognition on any in-house promotional materials (posters, website, social media, event programs, event promotional giveaways, etc.)
- Booth space at the event
- Banner recognition at the event (provided by the sponsor)
- Tickets to sponsored event (if applicable)
- Name recognition in 2016 Columbia County Community Events Wall-Calendar (distribution 10,000+)
- Name recognition on Columbia County school flier (distribution of 15,000+ twice annually)

Booth Space Sponsorship \$500

Pay a flat rate receive a booth space
ONLY at chosen event.



2015 Fourth of July Celebration Partnership Levels



The 2014 Fourth of July Celebration was held at Evans Towne Center Park for the first time and a huge success for everyone involved. Attendance inside at the park and the immediate surrounding area was estimated to be 20,000+. The festival will be expanding even more in 2015 and we expect attendance to grow with the expansion. Pricing for the 4th is set at a premium since demand for partnership is high and space is limited. Don't miss out on your chance to have your business in front of tens of thousands of patrons at the areas largest holiday festival! All of the benefits per level are the same as listed on the previous page.

Title Sponsor \$6,000
Yacht Level \$4,000
Sailboat Level \$3,000
Kayak Level \$2,000
Booth Space \$1,000



2015 Calendar of Events

***YUCHiKiOKEE Festival- March 21 & 22nd - Evans Towne Center Park**

A two-day festival that celebrates Columbia County's art, music, dance, and heritage with a featured concert or performance on Saturday evening.

Easter Egg Scramble-March 28th-Evans Towne Center Park (Rain date April 4th)

This family event includes an Easter egg scramble, photos with the Easter Bunny, games, entertainment, prizes, and more.

Blues, Brews, & BBQ- April 17, 24, & May 1st- Columbia County Amphitheater

A springtime staple event, back by popular demand, this series offers blues/country music concerts while featuring local BBQ & beer vendors in an intimate outdoor setting.

***Earth Extravaganza- April 2015 (date TBD)- Columbia County Amphitheater**

An Earth Day celebration featuring an interactive animal show for Columbia County Schools and the public.

***Drive-In Movie Night-May 8th-Evans Towne Center Park**

A family friendly movie will be shown at the first and only drive-in experience in Columbia County.

Summer Beach Blast Concert-June 12th-Evans Towne Center Park

Columbia County's official kick-off to summer featuring popular beach bands.

Family Movie Matinees-June 10, 17, 24th & July 8, 15, & 22nd-Performing Arts Center

Patrons can enjoy free family movies all summer long in the theater at the Evans Library.

21st Annual Fourth of July Celebration-July 4th-Evans Towne Center Park

The largest Columbia County event featuring live entertainment, games, food, crafts, and topped with fireworks. Attendance in 2014 was over 20,000.

Fall Concert- September (date TBD)- Evans Towne Center Park

Concert at Lady A Pavilion with performers TBD.

***Back to the Future Drive-In Movie-October 21st-Evans Towne Center Park**

Great Scott! We're prepping the DeLorean and where we're going we don't need roads. This Drive-In movie will be showing "Back to the Future II" on the exact date Marty McFly travels into the future, October 21, 2015.

Trick or Treat So Others Can Eat-October 29th-Patriot's Park Gymnasium

Local businesses set up booths for children to Trick-or-Treat in a fun and safe environment at Patriot's Park. The event serves as a canned food drive for a local food pantry.

Hounds Around Towne-November 7 & 8th-Evans Towne Center Park

An afternoon of fun for you and Fido featuring doggy vendors, agility demonstrations, and a free concert.

2nd Annual Christmas in the Park-December 5th-Evans Towne Center Park

A festival featuring winter and Christmas themed attractions, live entertainment, arts & craft vendors, Santa, and much more capped off with the annual Christmas Tree lighting ceremony.

***New for 2015**

2015 Partnership Contract

Please sign & return. Please provide the logo you wish to be used for advertisement purposes.

Company Name _____
Contact Person _____
Address _____
Phone _____ Fax _____
E-Mail _____

2015 Event Partnership Commitment

Event #1	Level/Value
Event #2	Level/Value
Event #3	Level/Value
Event #4	Level/Value
Event #5	Level/Value

**If you have a preference for when you wish to be invoiced, please indicate those preferences on this page.

By signing below, you are agreeing to the terms and value of your sponsorship commitment. Invoice and payment time will be decided at the time of signing. No refunds shall be given for any reason after executing the sponsorship commitment. Failure to pay in full will result in exclusion from all future sponsorship activities.

Sponsor Representative

Community Events Representative

Date

Date

